

MARTEX E-TECHNOLOGY LLC

Corporate Growth and Marketing Strategy

Administrative Stylesheet Guide


CORPORATE POWER NOTES


EMPLOYEE RESOURCE

The Company handbook talks on M-ETECH , who we are and what we do. It will tell future Employees why they should work for M-ETECH; it will detail expectations of them and answer their question of the Company.

EMPLOYEE

TOOLS

 Valuable information

 Test your knowledge

Our Handbook



Employee Handbook

The manual will consist briefly of:

Mission Statement,

An employee task is to:

- Communicate indispensable company polices and practices.
- Make explicitly the mutual agreements between employee and employer without being an actual contract, state and express a company's philosophy.
- Excite and motivate the employee about his or her job.
- Basic pay rate calculation.
- Conveys a broader sense of the company mission.

Managing People

Hiring without the guess work (the pay off). The biggest reward for creating and following a good hiring process will surprise you. It would not be the lower turnover or other concrete results you set out to secure though you will likely achieve them.

It will be this: if you hire the right way you will manage your people better than ever before. You would not be able not to. You will know precisely what motivates them, where they are likely to make mistakes, and how to package your feedback.

Understanding our hires better sparks an entire new management style.

PARTNERS

Global



RESOURCES

CFE DEPT, Inc

Wireless Orbit Corporation

DLA

Cisco Systems, Inc

Grantdirect Business and Consumer Financial Services

GoToMyPC

Sun Microsystems.

SALES MARKETING

We are long been impressed by how innovative start-ups are when it comes to marketing their products and services. Forced by lack of resources to be creative, they come up with greatways to get around the usual channels of distribution, the traditional advertising media, and the expensive outside agencies.

We are engaging in the steps as of talked to dozens of companies recently, some old, some new, some with revenue of less than a million, some with revenues in the tons of millions, identifying these instances will make a marketing and safe analysis differ from our competitors.

1. **Control:** In this chaotic economy, managers want as much control as possible overall phases of their operators to keep their business or track.
2. **Flexibility:** As competitors keep a pace, proprietors have to be able to move quickly and aggressively and they have a much better chances at that when the work is done inside their companies.
3. **Clutter:** To get a product or service noticed these days, a company has o be innovative to get through the clutter of advertisements and direct mail.
4. **Quantity**
5. **Saving**
6. **In-house Creative**
7. **Word of Mouth Marketing**
8. **Alternatively Distribution Channels.**



Marketing is external despise the enthusiasm and success of these company owners, they would be the first to admit that there are draw backs to do it yourself marketers.

NETWORK PIONEERS

We are confident in our customer engagement, and the milestone the proprietor set will be optimized.

Strategy For Sustaining Growth



The Continuously Improving Customer

We are at a cross roads; the right decision, and the right leadership, would mean astonishing growth. Our emphasis is such as our sales handling for every 4-3 month's switches.

We would be almost like autonomous companies. They are separately incorporated entities rather like franchises. The general managers have total authority in everything from hiring and firing to settling prices with shippers and connecting class one lines.

We want our field managers to be like entrepreneurs, with bottom-liners responsible and profit-based competitors.

NETWORK PIONEERS

CUSTOMER SERVICES

M-ETECH web development services are designed and centered directly to the market and customers, higher in quality and lower in price than your competitors and completely and flawlessly supported after sale.

Our hundreds of sales people are our customers.

By quarter-to-quarter, figuring out how to satisfy customers will become the company's obsession.

Market Segmentation

The market is divided into two relatively distinct segments. They are the corporate/ professional segments, the small business segment.

Corporate/ Professional segment

These markets include large corporations, institutions, government agencies, and professional developers. The web development aimed at this market is less expensive, costing of \$2000 - \$10,000; may take some time to master, ever for seasoned technical developers, but do provide the maximum numbers of options and flexibility in web design.

Small Business Segment

The web development aimed at this market are priced with reduced factor, typically costing from \$500 - \$3000; they are designed to be used by people without development experience, although ease of needs is a secondary factor to the ability to create the broad range of functional likely to be required by a small business.



PAYBACK EXIT PLAN

The market for internet tools is expected to grow rapid for many years into the future, its anticipates not only rapid sales growth, but also rapid appreciation in the values of its stock, its believes these factors coupled with its premium product strategy with make the firm a strong takeover candidate by a large public offering within five years.

M-ETECH
IS



E-BUSINESS

Optimized